WHITEFACE

MOUNTAIN MEMORIAL

HIGHWAY

IN-THE-ADIRONDACKS

Marvelous Views

NOT only at the mile-high summit, but throughout the entire eight miles of the Highway, the views are marvelous beyond the power of mere words to describe. They are never the same, for no day is like another on Whiteface . . . the reason why many make several trips up the Highway during one season.

The views change with varying conditions of sun, cloud, and atmosphere. Shifting clouds overhead . . . brilliant shafts of sunshine . . . distant peaks, now gray, now blue or purple, ever changing . . . gleaming ribbons of rivers . . . towering mountains cutting the distant horizon . . . and more than a hundred lakes, large and small.

As day passes, come sunsets unmatched by those seen from the earth far below. The lakes turn to sheets of gold, trying to catch and hold the last rays of a setting sun which slowly sinks like a ball of fire behind hundreds of other silhouetted peaks which bow in homage to majestic Whiteface, the Sentinel of the North.

WHAT DOES "WHITEFACE" MEAN?

One slope of the mountain is scarred by an ancient landslide, probably started by some prehistoric thunderbolt which exposed a large area of the underlying solid gray granite of which the mountain is composed. This is visible for miles and gives the mountain the name "Whiteface." The original Indian names were "Theanoguen," the Iroquois name for the great war chief, King Hendrik, of Revolutionary times, who had a white scalp-lock which suggested the resemblance to the white slide on the mountain, and "Wahopertenie," the Algonquin name meaning "It is white."

IT COST A MILLION AND A QUARTER DOLLARS TO BUILD

THE Highway required four years to build and cost a million and a quarter dollars. The toll charge per passenger is one dollar, with half rate for children under twelve.

Use This Chart to Identify Scenic Landmarks

It is impossible to list all the scenic landmarks that come into view as you make this amazing journey to the skies. Even the accompanying chart suggests only a few. Take this chart with you to use as a guide while ascending or descending Whiteface Mountain, while you look through the powerful telescopes which are placed at turnout points along the Highway, as well as at the summit.

AVERY DURST

OYL 10250 BOX 112

A Panorama that Beggars all Description

Whiteface Mountain stands alone. There is no peak of comparable size within 50 miles. Your view is unobstructed no matter in which direction you look. Your eye sweeps clearly in a great circle to the far horizons. Telescopes bring distant points optically closer.

WHITEFACE CASTLE . . . AND AN ELEVATOR IN A MOUNTAIN TOP

At the terminus of the road, 273 feet vertically from the summit, stands Whiteface Castle, a magnificent Norman-type building of gray stone, open to all. Here you may rest, look over the interesting historical and scenic exhibits, obtain souvenirs, and enjoy a good meal at moderate cost, if desired. Some of the best views of the entire mountain trip may be enjoyed from the spacious restaurant and lounging rooms in the Castle.

Two routes cover the remaining short distance from the free parking space to the summit. The first is a foot path winding upward by easy steps and grades that are well protected by hand railings—this gives the thrill of mountain climbing at about 5,000 feet elevation with entire safety.

The other is a modern electric elevator, through the heart of the rock summit, which whisks you straight to the mountain top. Four hundred feet from the end of the Highway a tunnel pierces the stone mass for a distance of 424 feet. You walk through this to the elevator, which rises perpendicularly through the heart of the mountain and emerges in a stone shelter house at the very tip of the great spire.

This shelter house is an oval-shaped building of native stone which by its shape blends with the contour of the mountain top. It is surrounded by an open stone balcony. Here you can rest and enjoy the superb views in comfort.

WEATHER OBSERVATORY ON SUMMIT

Rensselaer Polytechnic Institute, of Troy, N. Y., and New York University operate a meteorological observatory and radio research laboratory in the shelter house, through the co-operation of the Whiteface Mountain Highway Commission. This is New York State's only mountain meteorological observatory. Whiteface is the only mountain in the United States from which important research into ozone is being conducted.

The observers are on duty the year 'round, even during the winter when they are isolated for months at a time.

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SAFE, EASY GRADES FOR EIGHT MILES

The Whiteface Mountain Memorial Highway, which is State Road No. 431, begins at Wilmington, N. Y., and soon passes the entrance gate and the picturesque toll house, which looks like a Swiss chalet. The shimmering waters of Lake Stevens sparkle in the sun as you drive by the toll house.

The pavement is twenty feet wide, with a four-foot shoulder on each side, a total width of 28 feet. The grade is easy all the way to the summit, averaging 8% and at no point exceeding 10%. The curves are wide, and the road is well protected throughout its length. Signs along the Highway show when you pass the various thousand-foot levels.

Lake Champlain, although 30 miles away, seems to lie in the foreground of a vista that sweeps beyond the lake to the Green Mountains of Vermont. The Saranac River seems close enough to touch. What looks like a great carpet of undulating green spreads out far below . . . it's the vast Adirondack State Park.

Near the top your car rounds a wide curve where a view of lovely Lake Placid, 3,000 feet below, is suddenly unfolded in all its wondrous beauty. As you climb higher you see the silvery ribbon of the mighty St. Lawrence, eighty miles to the north.

HOW TO GET TO WHITEFACE MOUNTAIN

A glance at the map will show how easily Whiteface Mountain can be reached by automobile from anywhere. Fine paved roads lead to the entrance to the Highway at Wilmington, N. Y., northeast of Lake Placid.

If you come by train or bus, you can "climb" Whiteface in automobiles which make sightseeing trips up the Highway throughout the season from such nearby vacation resorts as Wilmington, Jay, Ausable Forks, Keene and Keene Valley, Elizabethtown, Westport, Lake Placid, and Saranac Lake.

If you come by air, use the landing field at Lake Placid.

Over 3,600 people have made the trip up Whiteface in a single day.

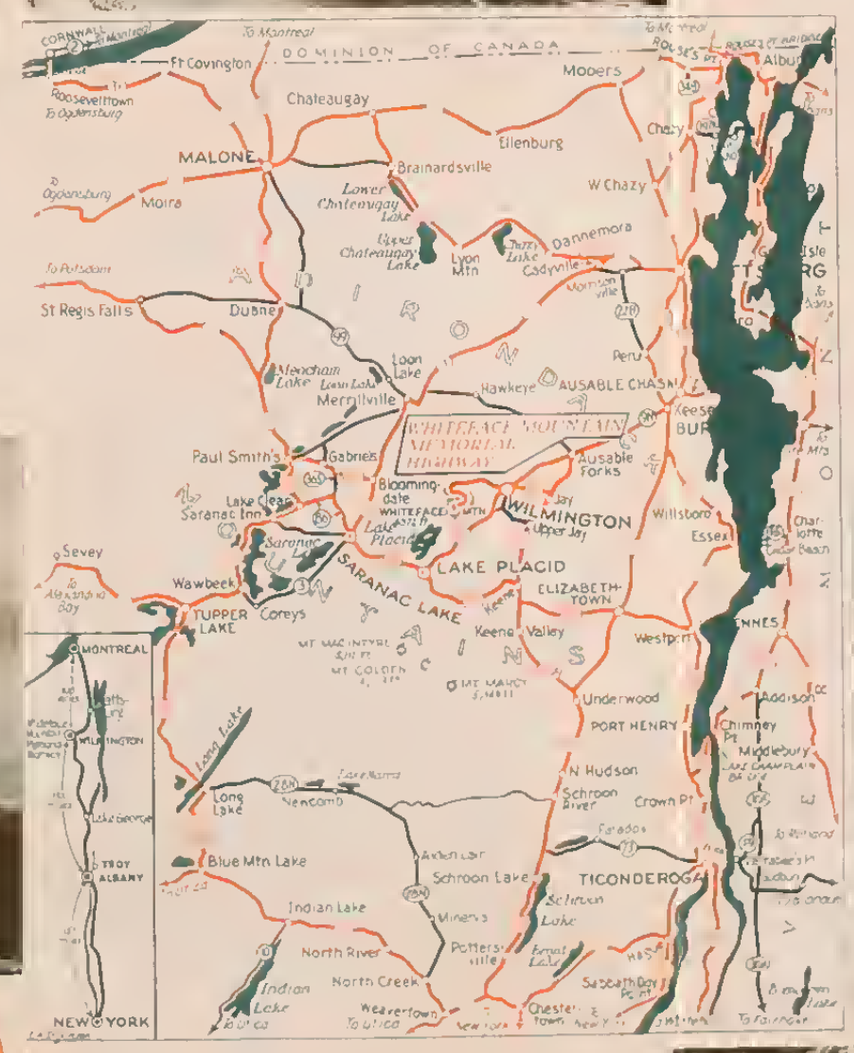
Now . . . TAKE THIS WONDER TRIP!

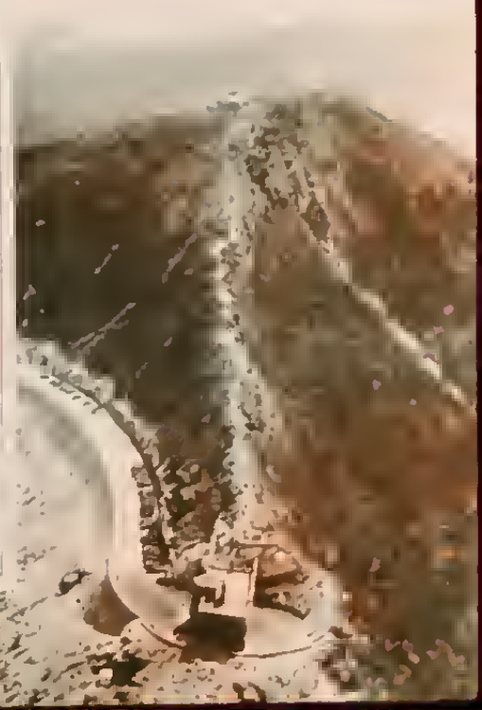
If you are on a motor tour while reading this folder, be sure to continue on to Whiteface Mountain and enjoy this feast of scenic thrills a mile above the sea.

Or if you are thinking of a tour, you can find no more fascinating destination than the summit of Whiteface Mountain. You and every member of your party will never forget your "mountain climb" in your own automobile—the "Supreme Scenic Thrill of the North American Continent."

For further information see your travel agent, motor club, railway or bus agency, or write directly to

WHITEFACE MOUNTAIN HIGHWAY COMMISSION
LAKE PLACID, NEW YORK





EIGHT MILES OF SCENIC THRILLS

As you ride up this magnificent mountain highway in your own automobile . . .

THIS has been called the "Supreme Scenic Thrill of the North American Continent" . . . a ride in your own automobile up the magnificent motor highway that winds leisurely up the slopes of Whiteface Mountain at the head of Lake Placid in the Adirondacks.

It's an easy eight-mile motor climb, with views of breath-taking beauty at every turn.

Whiteface, famous monarch of the Adirondacks in New York State, stands nearly a mile above the level of the sea. It is the only peak in these mountains that is accessible by automobile.

Whiteface Mountain Memorial Highway is open from about May 15 to about November 1 each year, these dates depending upon weather conditions.

When President Roosevelt dedicated the completed highway on September 14, 1935, he coined the now famous phrase—"See the Adirondacks for a Dollar!"

On September 11, 1929, Franklin D. Roosevelt, then Governor of New York State, turned the first shovelful of earth to begin the building of Whiteface Mountain Memorial Highway. Actual construction was started on Christmas Day, 1931.

On September 14, 1935, President Roosevelt dedicated the completed highway as a Memorial to the World War Dead of New York State, in the presence of a vast throng assembled at the summit. The road was opened to traffic on July 20, 1935.

AVERY CLASSICS